

REMARKS/ARGUMENTS

This Amendment is in response to the Office Action mailed November 23, 2005. Claims 1, 4-6, 8-12, 14-19, and 21-44 were pending in the present application. This Amendment cancels claims 1, 4-6, 8-12, 14-19, and 21-44, and adds new claims 45-59, leaving pending in the application claims 45-59. Consideration of the newly presented claims is respectfully requested.

I. Rejection under 35 U.S.C. §102

Claims 1, 4-6, 8-12, 14-19, and 21-44 are rejected under 35 U.S.C. §102(b) as being anticipated by *Ginter* (US 5,910,987). Although Applicants do not necessarily agree with all of the Examiner's rejections, claims 1, 4-6, 8-12, 14-19, and 21-44 have been canceled from the present application in order to prosecute the newly presented claims. Applicants respectfully submit that the rejection with respect to claims 1, 4-6, 8-12, 14-19, and 21-44 is now moot.

II. Newly Presented Claims

Claims 45-59 have been added to cover different aspects of the present invention. In one aspect, claims 45-45 recite that the marketing attributes specify timing and priority information for at least some of the marketing objects in the container. Claims 50-53 recite that the behavior of the user of the Web site is tracked and used with the marketing attributes to determine which of the marketing objects to display to the user. Such limitations are not disclosed by *Ginter*. The other claims also recite limitations that similarly are not disclosed by *Ginter*. These claims are supported by the specification and do not add new matter. Applicants therefore respectfully request consideration of newly presented claims 45-59.

Appl. No. 09/483,388
Amdt. dated February 15, 2006
Amendment under 37 CFR 1.116 Expedited Procedure
Examining Group 3625

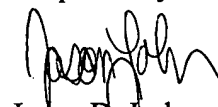
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CONCLUSION

In view of the foregoing, Applicants believe all claims now pending in this Application are in condition for allowance and an action to that end is respectfully requested.

If the Examiner believes a telephone conference would expedite prosecution of this application, please telephone the undersigned at 415-576-0200.

Respectfully submitted,



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